

Addendum to FSC-71-A		5/6/97	
SUBJECT: SALEM Tear Tape Product Program-Program Details			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	<input type="checkbox"/> Sales Rep	
<input checked="" type="checkbox"/> ROM		<input type="checkbox"/> Retail Rep	

Based on your input during the sales area conference calls relative to the SALEM tear tape product program, the following outlines additions to the scope/elements and planning that was previously communicated in FSC-71-A to accommodate product deployment to bonded warehouses in addition to the finalized version of the program details.

A direct account/region allocation spreadsheet has been developed for each sales area for product needs by direct account to accommodate product deployment to bonded warehouses. Product deployment will allow direct accounts to order and receive product within two or three days vs. ordering three weeks in advance. This should assist Account Managers and direct accounts relative to planning and executing delivery to retail.

- Direct account allocations will be based on product needed to service C-gas outlets on grid for SALEM in three two-month drive period equivalents. Sales area spreadsheet access/entry procedures are as follows:
 - Access Path Excel, G Drive, sales areas (1000, 2000, 5000, 6000).
 - The spreadsheet consists of all direct accounts and regions within each sales area in addition to blank columns to add regions and product quantities to direct accounts which ship outside the given sales area.
 - Each region will need to enter the total number of combined cartons needed for all four brand styles per month. NOTE: Access and entry of information must be handled at ROU level only. All entries must be saved prior to exiting G:/drive spreadsheets.

Example: Reids Wholesale needs 36 cartons (9 of each style) for region 1100 located within sales area 1000 and 24 cartons (6 of each style for region 2100 located outside sales area 1000.

Region	Account	Full Name	City	State	1100	1200	1300		2100	
1100	310789	Reids Wholesale	Sharon	ME	36				24	
1100	14234	H Willey, Inc.	Putman	ME						
1100	123489	Tally Wholesale	London	Me						

- Winston-Salem will calculate carton totals into case equivalents by direct account and region in addition to entering allocations by direct account. Product will then be deployed to the respective bonded warehouses on the dates specified in the attached program details.
- Total number of 40-pack displays for each drive period will need to be communicated to your Area Manager of Operations following the same time line applied for product entries.

NOTE: You must complete this process for each of the three program drive periods. Spreadsheet entry completion dates are outlined in the program details.

Program Contacts: Floyd Cook, extension #3466
 Jack Kerigan, extension #7405
 Yvette Willard, extension #5501
 Your Area Manager of Operations

R. J. REYNOLDS TOBACCO COMPANY

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Listed below are specifics and timetables for the July - December SALEM .30 Tear Tape Program (re: FSC-71-A, 4/3/97) to be utilized in C-Gas outlets. As clarification, once this program is implemented in the retail account, no additional discounting on tear tape SALEM product should occur. You can apply a 30% discount to non-tear tape styles based on business needs, i.e., Slim Lt 100, etc.

Promotion Details: SALEM .30 pack tear tape product to be available for order on FF 85, Lt 85, FF 100 & Lt 100 styles in equal quantities of each style.

Display Size: 40

Display Information: A four-carton display is available for this program. It is important that all discounted product be displayed on this unit or another display platform you have available in retail outlets. Due to the SALEM graphics and discount amount on the riser card, your first priority should be to utilize the display which is listed below.

Display Item #: 530123- SALEM 40 Pack Display/Shipper (1/SKU)
If using this display, retailers should be advised that display should be maintained for July through December promotions. ROU to coordinate shipment of displays (1/retailer) by "DSD", delivered by Retail Rep or shipped by direct account directly to retailer. Displays are not allocated. (Same display to be used in third quarter SALEM DPC program.)

VAP Payment: Display Packing and Shipping - (Place cartons in display and ship to retail)
\$9 per 12M case equivalent.
Product Shipping Only - No Payment
Payment should be made by the ROU via TPS

Drive Periods: Drive Period 707 - July/August
Drive Period 709 - September/October
Drive Period 711 - November/December

DTS	Drive Period	Dates Drive Period Covers	* Promotion #	ROU Completes/DA Spreadsheet	Winston-Salem Funds Allocation by DA	Product Available in Public Warehouse	* First Order Date	* First Ship Date	* End Ship Date
7/1	707	July/August	701147	5/15	5/23	6/13	6/9	6/16	8/29
9/1	709	September/October	701497	7/11	7/24	8/15	8/11	8/18	10/31
11/1	711	November/December	701498	9/15	*	*	*	*	*

IMPORTANT: Product should be pre-booked at retail. ROU to coordinate w/Account Mgrs. or Reps for direct account ordering. When ordering from Customer Services, must order by Promotion # and specific drive period as listed above. Product to be shipped in white cartons. The remaining dates for Drive Period #711 (November/December) will be communicated under separate cover.

Special Pmt Code: SAL Snipe .30 C/G Rate: .30
(Poquets/Laptops) Dates: 6/30/97-1/2/98

Use this specific code for payment to retailers for this promotion. Field sales personnel issuing payment must verify receipt of product via invoice prior to payment.

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Special Display Pmt: Sal Snipe Display
(Poquets/Laptops) Dates: 6/30/97-1/2/98

Rate: \$10 Per Month

Payment should be utilized to establish/maintain on-going display presence for SALEM for the balance of 1997.

Product UPC Codes:	<u>Style</u>	Promotional <u>Pack</u>	<u>Case</u>	Promotional <u>Carton</u>
	FF 85	0 12300 12039	24194	TBD
	Lt 85	0 12300 12439	24196	
	FF 100	0 12300 12239	24195	
	Lt 100	0 12300 12539	24197	

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